

The data used in this study contains confidential information on customers' purchases from the store. The data is available from the following contact person with the following conditions:

- i) Individual customers will be de-identified in the dataset.
- ii) A non-disclosure agreement may need to be signed with the company providing the data.

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The attached zipfile, Shum-data.zip, contains:

1. READMEdata.docx. This explains the format of the data obtained from our study company. (The name of the company is blacked out.)
2. aggreg.do: stata dofile which generated the results in Table 1 of paper.
3. aggreg_50.do: stata dofile which generated the results in Table 2 of paper.